

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
581420-1	10/14/12	October 2012	10/01/12 - 10/10/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
SEIU - Service Employees I	Issue	1962

Billing Address.

Waterfront Strategies
Attention: Accounts Payable
3050 K Street NW
Suite 100
Washington, DC 20007

Flight Dates	Order #	Alt Order #
10/04/12 - 10/10/12	581420	09836824

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
	112	119

Agency Ref	Advertiser Ref

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/10/12	7-8a	7-8a	MTW----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/09/12 7:10 AM 7-8a 7-8a :30 SEIU12102 \$825.00 NM									
2	10/08/12	10/10/12	8-9a	8-9a	MTW----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/09/12 8:43 AM 8-9a 8-9a :30 SEIU12102 \$825.00 NM									
3	10/08/12	10/10/12	M-F 9-10a	9-10a	MTW----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/09/12 9:26 AM M-F 9-10a 9-10a :30 SEIU12102 \$500.00 NM									
4	10/08/12	10/10/12	M-F 12-1p	12-1p	MTW----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/09/12 12:39 PM M-F 12-1p 12-1p :30 SEIU12102 \$500.00 NM									
5	10/08/12	10/10/12	M-F 3-4p	3-4p	MTW----	:30	3	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 3 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/08/12 3:37 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM 2 4 Tu 10/09/12 3:30 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM 3 4 W 10/10/12 3:55 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM									

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WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
581420-1	10/14/12	October 2012	10/01/12 - 10/10/12
Advertiser	Product	Estimate Number	
SEIU - Service Employees	Issue	1962	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/08/12	10/10/12	M-F 4-5p	4-5p	MTW----	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW----	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	4:13 PM	M-F 4-5p	4-5p	:30	SEIU12102	\$375.00	NM
7	10/08/12	10/10/12	5-530p	5-530p	MTW----	:30	1	\$1,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW----	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	5:14 PM	5-530p	5-530p	:30	SEIU12102	\$1,000.00	NM
8	10/08/12	10/10/12	M-F 630-7p	630-7p	MTW----	:30	1	\$3,500.00	NM
In 9									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW----	1	\$3,500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/09/12	6:42 PM	M-F 630-7p	630-7p	:30	SEIU12102	\$3,500.00	NM
9	10/08/12	10/08/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	1	\$3,300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$3,300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	7:20 PM	FOX Prime Monday 7-8p	7p-8p	:30	SEIU12102	\$3,300.00	NM
10	10/10/12	10/10/12	FOX X Factor	7-9p	--W----	:30	1	\$3,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$3,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/10/12	6:58 PM	FOX X Factor	7-9p	:30	SEIU12102	\$3,800.00	NM
11	10/08/12	10/10/12	9-930p	9-930p	MTW----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	9:24 PM	9-930p	9-930p	:30	SEIU12102	\$1,800.00	NM
12	10/08/12	10/10/12	930-10p	930-10p	MTW----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	9:56 PM	930-10p	930-10p	:30	SEIU12102	\$1,800.00	NM

Total Spots 14 **Gross Total** \$18,675.00

Payment Terms 30 Days

Agency Commission \$2,801.25

Net Amount Due \$15,873.75